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## Premiere Collection of RE-USABLE, RE-GIFTABLE Gift Bags Unveiled by The Friendship Gift Bag™ Company LLC

*Let the Journey Begin™ with WEB INTERACTIVE, patent-pending Friendship Gift Bag designs that promote life values and promise a gift-giving adventure.*

**Wantagh, NY** – It's never easy adding an entirely new twist to the stationery industry. But that's just what Jennifer Paretta, founder and president of The Friendship Gift Bag™ Company LLC, has done as she generates industry buzz with her firm's eco-friendly, patent-pending Friendship Gift Bags. A former product development manager turned stay-at-home mom, Paretta created the simple, functional, go-green concept based on two of her son's favorite activities. "My son loves his web interactive plush toys," Paretta says. "To help him develop his creative side, I encourage him to make cards for his friends' birthdays. After watching him do these activities, I suddenly had an 'ah-hah' moment. Why not combine these two pastimes into one unique product?"

### **Simple Steps for Go-Green Gifting that's RE-USABLE and Re-GIFTABLE**

Friendship Gift Bags are easy to use, encourage the growth of a greener society and offer tons of gift-giving fun. Paretta explains the concept: "Our patent-pending gift bags are web interactive products that integrate interactive media with traditional stationery products. They are designed to promote creativity and track the gift-giving journey with internet security and safety."

The adventure starts with the purchase of a Friendship Gift Bag. To create a one-of-a-kind work of art, begin by securely registering at [www.friendshipgiftbag.com](http://www.friendshipgiftbag.com) using a unique registration number that only the bag owner and participating friends can access. Flip the bag and create a special picture or message for the first friend in the journey. Give that friend a present using the bag.

The first friend will then create his or her own unique picture or message for another friend,

and reuse the bag. The third friend does the same. The fourth friend creates the last design and mails back the entire design portion (front side) of the bag to the location indicated on the website. Once each journey ends, the final personalized design will be available for all to view and can be used to create fun keepsake items that all friends can purchase.

### **Earth-friendly Gift Bags on a Mission**

A heartfelt belief in the importance of a greener lifestyle and a focus on encouraging key life values played vital roles in the development of Paretta's mission for The Friendship Gift Bag Company. "We promote environmentally-friendly concepts and behaviors to people of all ages, while instilling key life values like friendship, sharing, personal responsibility, creativity and respect." she adds.

### **Five Friendship Gift Bags Make Their Debut**

The eye-catching, kid-friendly results of Paretta's creativity and commitment can be seen in the firm's five-piece collection of Friendship Gift Bags. Showcasing artwork by Liane Designs, Ltd., three of the gift bags are "Color Me" designs for younger children entitled *Party*, *Sports* and *Girls*. The other two bag designs appeal to school-aged children thanks to their *Graffiti* and *Camouflage* themes. Suggested retail price for each 10" x 13" x 5" heavyweight durable gift bag is \$8.

In the near future, The Friendship Gift Bag Company will introduce gift bags for children and adults, as well as specific theme inspired designs including wine, seasons and family tree motifs.

The Friendship Gift Bag Company will be exhibiting at the National Stationery Show in New York City from May 18-21, 2008, at the Jacob K. Javits Convention Center, Booth #1755.

Contact [www.friendshipgiftbag.com](http://www.friendshipgiftbag.com) or 888.RE-GIFT.3 for orders, customer service and additional information about The Friendship Gift Bag Company.

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#### **\*Featured Products:**

(l - r): *ColorMe Birthday* (side and front); *ColorMe Sports* (side and front); *ColorMe Peace Girls* (side and front); *Graffiti* (side and front); *Camouflage* (side and front).